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**OCT 03 2007**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No. : 10/764,190  
Inventor(s) : Peter Fyler Lynch  
Filed : January 23, 2004  
Art Unit : 3634  
Examiner : Colleen M. Quinn  
Docket No. : 9495  
Confirmation. No. : 8071  
Customer No. : 27752  
Title : Shelf Display Apparatus for Absorbent Articles  
Packaged in Flexible Film

**RESPONSE TO OFFICE ACTION**

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**INTRODUCTORY REMARKS**

In response to the Office Action of April 3, 2007, please amend the above-identified application as follows, consider the following Remarks, and reconsider the application. This Response is filed with a three-month extension, per the attached petition and the required fee.

*Amendments to the Claims begin on page 2.*

*Remarks begin on page 5.*